

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Amir, Inc.		01/31/2008	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Avon Products, Inc.		
Street Address:	1251 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3362927	FIRE IT UP	
CORRESPONDENCE DATA			
Fax Number:	(212)808-7897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-808-7800		
Email:	mmarcotte@kelleydrye.com		
Correspondent Name:	Michelle M. Graham		
Address Line 1:	101 Park Avenue		
Address Line 2:	Kelley Drye & Warren LLP		
Address Line 4:	New York, NEW YORK 10178		
ATTORNEY DOCKET NUMBER:	004208-0005		
NAME OF SUBMITTER:	Matthew D. Marcotte		
Signature:	/Matthew D. Marcotte/		
Date:	03/19/2008		

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Total Attachments: 2
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EXHIBIT A

QUITCLAIM ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of the 31 day of January 2008 by and between AMIR, INC. and AVON PRODUCTS, INC. ("AVON").

WHEREAS, AMIR, INC., a corporation organized and existing under the laws of the State of Minnesota, having its principal office at 2755 Highway 55, Eagan, MN 55121 (the "Assignor") is the owner in the United States of all right, title and interest in and to a trademark consisting of the designation FIRE IT UP for tanning lotions and the related goodwill, if any, symbolized thereby and associated therewith, and all applications and registrations, if any, for the designation FIRE IT UP worldwide, including but not limited to U.S. Registration No. 3,362,927 which issued on 1/1/08 based on U.S. Application Serial No. 77/012,804.

WHEREAS, AVON, a corporation organized and existing under the laws of the State of New York, having its principal office at 1251 Avenue of the Americas, New York, New York 10020 (the "Assignee") is desirous of acquiring, whatsoever rights Assignor may have, if any, in the trademark consisting of the designation FIRE IT UP; and

WHEREAS, Assignor has agreed to assign to AVON, its entire right, title and interest, if any, in and to the trademark consisting of the designation FIRE IT UP and the related goodwill, if any.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of the date first written above, Assignor does hereby assign and transfer unto Assignee whatsoever rights it has, if any, in and to said trademark consisting of the designation FIRE IT UP for all goods and services on which the mark is used as of the date of this Assignment, including but not limited to tanning lotions, together with the related

EXHIBIT A

goodwill of the business, if any, symbolized by and associated with said trademark consisting of the designation FIRE IT UP and all applications and registrations, if any, for the designation FIRE IT UP, including but not limited to U.S. Registration No. 3,362,927 which issued on 1/1/08 based on U.S. Application Serial No. 77/012,804.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the date first written above.

AMIR, INC.

By:  _____

Title: V.P. _____

AVON PRODUCTS, INC.

By:  _____

Title: VICE PRESIDENT & ASSOC. GEN. COUNSEL